Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

     1.-42. (Canceled)

     43.   (New) A method comprising:

receiving a multicast data packet at a routing unit of a communication system, wherein the multicast data packet includes a multicast address associated with a multicast group;

identifying receiver addresses associated with the multicast address;

identifying one or more parameters associated with at least one of the receiver addresses;

filtering the multicast data packet based on the one or more parameters to generate a filtered data packet; and

transmitting the filtered data packet to the at least one of the receiver addresses.

     44.   (New) The method of claim 43, further comprising maintaining a table that associates the receiver addresses with the multicast address, wherein the table is stored at a control unit.

     45.   (New) The method of claim 43, further comprising maintaining a table that associates the one or more parameters with the at least one of the receiver addresses.

     46.   (New) The method of claim 43, wherein the one or more parameters are dependent on one or more conditions of a receiver associated with the at least one of the receiver addresses.

     47.   (New) The method of claim 43, wherein at least one of the one or more parameters identifies a type of content that is not to be sent to the at least one of the receiver addresses, and wherein the type of content is removed from the multicast data packet to generate the filtered data packet.

48.   (New) The method of claim 43, wherein at least one of the one or more parameters identifies a data size limit that can be sent to the at least one of the receiver addresses.

49.   (New) The method of claim 43, wherein at least one of the one or more parameters identifies a time at which data packets are not to be sent to the at least one of the receiver addresses.

50.   (New) The method of claim 43, further comprising filtering the receiver addresses associated with the multicast address to identify one or more receiver addresses that are not to receive the multicast data packet.

51.   (New) The method of claim 50, wherein the filtering of the receiver addresses is based at least in part on the one or more parameters, and wherein the one or more parameters are associated with at least the one or more receiver addresses that are not to receive the multicast data packet.

52.   (New) The method of claim 43, wherein at least one of the one or more parameters comprises an instruction to not send an advertisement to the at least one receiver address.

53.   (New) The method of claim 43, wherein at least one of the one or more parameters comprises an instruction to not send an image to the at least one receiver address.

54.   (New) The method of claim 43, wherein at least one of the one or more parameters is based in part on whether a receiver associated with the at least one receiver address is roaming.

55.   (New) The method of claim 43, wherein at least one of the one or more parameters is based in part on a characteristic of a display of a receiver associated with the at least one receiver address.

56. (New) The method of claim 55, wherein the characteristic of the display comprises at least one of a size of the display, a color attribute of the display, or a graphical attribute of the display.

57. (New) The method of claim 43, wherein at least one of the one or more parameters is based in part on an available bandwidth of a receiver associated with the at least one receiver address.

58. (New) The method of claim 43, wherein at least one of the one or more parameters is based in part on an availability of a receiver associated with the at least one receiver address.

59. (New) An apparatus comprising:

a routing unit configured to receive a multicast data packet, wherein the multicast data packet includes a multicast address associated with a multicast group; and

a control unit configured to:

identify receiver addresses associated with the multicast address;

identify one or more parameters associated with at least one of the receiver addresses; and

filter the multicast data packet based on the one or more parameters to generate a filtered data packet; and

wherein the routing unit is further configured to transmit the filtered data packet to the at least one of the receiver addresses.

60. (New) The apparatus of claim 59, wherein at least one of the one or more parameters identifies a type of content that is not to be sent to the at least one of the receiver addresses.

61. (New) The apparatus of claim 59, wherein at least one of the one or more parameters identifies a data size limit that can be sent to the at least one of the receiver addresses.

62. (New) The apparatus of claim 59, wherein at least one of the one or more parameters identifies a time at which data packets are not to be sent to the at least one of the receiver addresses.

63. (New) The apparatus of claim 59, wherein at least one of the one or more parameters comprises an instruction to not send an advertisement to the at least one receiver address.

64. (New) The apparatus of claim 59, wherein at least one of the one or more parameters is based in part on whether a receiver associated with the at least one receiver address is roaming.

65. (New) The apparatus of claim 59, wherein the control unit is further configured to filter the receiver addresses associated with the multicast address to identify one or more receiver addresses that are not to receive the multicast data packet.

66. (New) The apparatus of claim 65, wherein the filtering of the receiver addresses is based at least in part on the one or more parameters, and wherein the one or more parameters are associated with at least the one or more receiver addresses that are not to receive the multicast data packet.

67. (New) An apparatus comprising:

means for identifying a multicast data packet having a multicast address associated with a multicast group;

means for identifying receiver addresses associated with the multicast address;

means for identifying one or more parameters associated with at least one of the receiver addresses;

means for filtering the multicast data packet based on the one or more parameters to generate a filtered data packet; and

means for transmitting the filtered data packet to the at least one of the receiver addresses.

68.   (New) The apparatus of claim 67, wherein at least one of the one or more parameters is based in part on an available bandwidth of a receiver associated with the at least one receiver address.

69.   (New) The apparatus of claim 67, wherein at least one of the one or more parameters is based in part on a characteristic of a display of a receiver associated with the at least one receiver address.

70.   (New) The apparatus of claim 69, wherein the characteristic of the display comprises at least one of a size of the display, a color attribute of the display, or a graphical attribute of the display.

71.   (New) The apparatus of claim 67, wherein at least one of the one or more parameters comprises an instruction to not send an image to the at least one receiver address.

72.   (New) The apparatus of claim 67, wherein at least one of the one or more parameters identifies a time at which data packets are not to be sent to the at least one of the receiver addresses.

73.   (New) An article of manufacture including a computer-readable medium having instructions stored thereon that, if executed by a computing device, cause the computing device to perform operations comprising:

receiving a multicast data packet, wherein the multicast data packet includes a multicast address associated with a multicast group;

identifying receiver addresses associated with the multicast address;

identifying one or more parameters associated with at least one of the receiver addresses;

filtering the multicast data packet based on the one or more parameters to generate a filtered data packet; and

transmitting the filtered data packet to the at least one of the receiver addresses.

74.   (New) The article of manufacture of claim 73, further comprising filtering the receiver addresses associated with the multicast address to identify one or more receiver addresses that are not to receive the multicast data packet, wherein the filtering of the receiver

addresses is based at least in part on the one or more parameters, and wherein the one or more parameters are associated with at least the one or more receiver addresses that are not to receive the multicast data packet.

75.   (New) The article of manufacture of claim 73, wherein at least one of the one or more parameters identifies a type of content that is not to be sent to the at least one of the receiver addresses, and wherein the filtered data packet does not include the type of content.

76.   (New) The article of manufacture of claim 73, wherein at least one of the one or more parameters is based in part on an available bandwidth of a receiver associated with the at least one receiver address.

77.   (New) The article of manufacture of claim 73, wherein at least one of the one or more parameters comprises an instruction to not send an advertisement to the at least one receiver address.

78.   (New) The article of manufacture of claim 73, wherein at least one of the one or more parameters identifies a time at which data packets are not to be sent to the at least one of the receiver addresses.